

1. A computer-implemented system for conducting an automatic negotiation, comprising:

a matching server operable to:

10                    compute a distance between the values in the offer and the values in the  
profile of a second party;

if the distance is not acceptably small, automatically modify one or more  
15 values in the offer such that the distances between the modified offer and the profiles of  
the first and second parties are acceptably small simultaneously and, in response, cause  
the modified offer to be accepted by both the first and second parties to conclude the  
automatic negotiation.

values reflecting true needs with respect to parameters being negotiated; and  
values reflecting a desired outcome with respect to parameters being negotiated,  
the desired outcome being more favorable than the true needs.

4. The system of Claim 1, wherein the matching server automatically accepts the offer on behalf of the second party if the distance is acceptably small.

5. The system of Claim 1, wherein the distance  $L_n$  is computed as:

$$L_n = \sqrt[n]{\frac{\sum_k^K |offer_k - profile_k|^n}{K}}$$

- 5 where  $K$  is number of parameters being negotiated,  $offer_k$  is the offer value for the  $k$ th parameter,  $profile_k$  is the profile value for the  $k$ th parameter, the summation is over all  $K$  parameters, and  $n$  is the order of the distance measure.

6. The system of Claim 5, wherein the value of  $n$  is specified as part of the  
10 profile.

7. The system of Claim 6, wherein the matching server is further operable to determine the value of  $n$  based on one or more words, as opposed to numbers, within the  
15 profile.

8. The system of Claim 1, wherein:  
the parameters are organized into one or more subsets;  
the distance between the offer values and the profile values is computed for each  
parameter subset; and

- 20 the matching server is further operable to:  
for each parameter subset, apply a weight to the distance to compute a weighted distance for the subset;

- compute an overall distance between the offer and the profile according to the weighted distances of the parameter subsets;

- 25 if the overall distance is acceptably small, cause the offer to be accepted by the second party to conclude the negotiation; and

- if the overall distance is not acceptably small, automatically modify one or more values in the offer such that the overall distances between the modified offer and the profiles of the first and second parties are acceptably small simultaneously and, in  
30 response, cause the modified offer to be accepted by the first and second parties to conclude the automatic negotiation.

9. The system of Claim 8, wherein the weighted distances are summed over all the parameter subsets to compute the overall distance.

5 10. The system of Claim 8, wherein the weight for each parameter subset is specified as part of the profile.

11. The system of Claim 10, wherein the matching server is further operable to determine the weights for one or more parameter subsets based on one or more words,  
10 as opposed to numbers, within the profile.

12. The system of Claim 8, wherein:  
the distance for a first parameter subset is computed as an absolute error between the associated parameter values for the offer and profile;  
15 the distance for a second parameter subset is computed as a mean-square error between the associated parameter values for the offer and profile; and  
the weighted distances for the first and second parameter subsets are summed to compute the overall distance for the offer.

20 13. The system of Claim 8, wherein the distance for a parameter subset is computed to reflect a preference selected from the group consisting of:  
exact matches between the parameter values for the offer and profile and, where no exact match is possible for a parameter, a minimum difference between the values for the offer and profile for that parameter;  
25 close matches between the parameter values for the offer and profile for all of the parameters simultaneously, an exact match not being required for any of the parameters; and  
an exception prohibiting exact matches between the parameter values for the offer and profile.

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14. The system of Claim 1, wherein the negotiation is over parameters of one or more items selected from the group consisting of:

parts, components, products, or other tangible items;

services;

5 real property; and

contracts or other legal instruments.

15. The system of Claim 1, further comprising a marketplace associated with the matching server.

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[illegible]

means for storing profiles for parties to the negotiation, each profile specifying values for one or more parameters being negotiated, these values reflecting a desirable  
5 outcome of the negotiation for the associated party;

means for computing a distance between the values in the offer and the values in the profile of a second party;

means for, if the distance is not acceptably small, automatically modifying one or more values in the offer such that the distances between the modified offer and the profiles of the first and second parties are acceptably small simultaneously and, in response, causing the modified offer to be accepted by the first and second parties to conclude the automatic negotiation.

17. Software for conducting an automatic negotiation, the software embodied in a computer-readable medium and operable to:

access profiles of parties to the negotiation, each profile specifying values for one or more parameters being negotiated, these values reflecting a desirable outcome of the negotiation for the associated party;

access an offer from a first party that contains values for the parameters being negotiated;

compute a distance between the values in the offer and the values in the profile of a second party;

10           if the distance is acceptably small, cause the offer to be accepted by the second  
party to conclude the negotiation; and

if the distance is not acceptably small, automatically modify one or more values in the offer such that the distances between the modified offer and the profiles of the first and second parties are acceptably small simultaneously and, in response, cause the modified offer to be accepted by the first and second parties to conclude the automatic negotiation.

18. A method for conducting an automatic negotiation, comprising:
- accessing profiles of parties to the negotiation, each profile specifying values for one or more parameters being negotiated, these values reflecting a desirable outcome of the negotiation for the associated party;
- 5 accessing an offer from a first party that contains values for the parameters being negotiated;
- computing a distance between the values in the offer and the values in the profile of a second party;
- if the distance is acceptably small, causing the offer to be accepted by the second
- 10 party to conclude the negotiation; and
- if the distance is not acceptably small, then automatically modifying one or more values in the offer such that the distances between the modified offer and the profiles of the first and second parties are acceptably small simultaneously and, in response, causing the modified offer to be accepted by both the first and second parties to conclude the
- 15 automatic negotiation.
19. The method of Claim 18, wherein the values in the profile are selected from the group consisting of:
- values reflecting true needs with respect to parameters being negotiated; and
- 20 values reflecting a desired outcome with respect to parameters being negotiated, the desired outcome being more favorable than the true needs.
20. The method of Claim 18, further comprising generating the offer for the first party automatically according to the profile of the first party.
- 25
21. The method of Claim 18, further comprising automatically accepting the offer on behalf of the second party if the distance is acceptably small.

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22. The method of Claim 18, wherein the distance  $L_n$  is computed as:

$$L_n = \sqrt[n]{\frac{\sum_k^K |offer_k - profile_k|^n}{K}}$$

5           where  $K$  is number of parameters being negotiated,  $offer_k$  is the offer value for the  $k$ th parameter,  $profile_k$  is the profile value for the  $k$ th parameter, the summation is over all  $K$  parameters, and  $n$  is the order of the distance measure.

10           23. The method of Claim 22, wherein the value of  $n$  is specified as part of the profile.

24. The method of Claim 23, further comprising determining the value of  $n$  based on one or more words, as opposed to numbers, within the profile.

15           25. The method of Claim 18, wherein:

the parameters are organized into one or more subsets;

the distance between the offer values and the profile values is computed for each parameter subset; and

the method further comprises:

20           for each parameter subset, applying a weight to the distance to compute a weighted distance for the subset;

computing an overall distance between the offer and the profile according to the weighted distances of the parameter subsets;

25           if the overall distance is acceptably small, causing the offer to be accepted by the second party to conclude the negotiation; and

if the overall distance is not acceptably small, automatically modifying one or more values in the offer such that the overall distances between the modified offer and the profiles of the first and second parties are acceptably small simultaneously and, in response, causing the modified offer to be accepted by the first and second parties to  
30           conclude the automatic negotiation.



26. The method of Claim 25, wherein the weighted distances are summed over all the parameter subsets to compute the overall distance.

27. The method of Claim 25, wherein the weight for each parameter subset is  
5 specified as part of the profile.

28. The method of Claim 27, further comprising determining the weights for one or more parameter subsets based on one or more words, as opposed to numbers, within the profile.

10

29. The method of Claim 25, wherein:

the distance for a first parameter subset is computed as an absolute error between the associated parameter values for the offer and profile;

the distance for a second parameter subset is computed as a mean-square error  
15 between the associated parameter values for the offer and profile; and

the weighted distances for the first and second parameter subsets are summed to compute the overall distance for the offer.

30. The method of Claim 25, wherein the distance for a parameter subset is  
20 computed to reflect a preference selected from the group consisting of:

exact matches between the parameter values for the offer and profile and, where no exact match is possible for a parameter, a minimum difference between the values for the offer and profile for that parameter;

close matches between the parameter values for the offer and profile for all of the  
25 parameters simultaneously, an exact match not being required for any of the parameters;  
and

an exception prohibiting exact matches between the parameter values for the offer and profile.

contracts or other legal instruments.

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	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038	2039	2040	2041	2042	2043	2044	2045	2046	2047	2048	2049	2050	2051	2052	2053	2054	2055	2056	2057	2058	2059	2060	2061	2062	2063	2064	2065	2066	2067	2068	2069	2070	2071	2072	2073	2074	2075	2076	2077	2078	2079	2080	2081	2082	2083	2084	2085	2086	2087	2088	2089	2090	2091	2092	2093	2094	2095	2096	2097	2098	2099	2100	2101	2102	2103	2104	2105	2106	2107	2108	2109	2110	2111	2112	2113	2114	2115	2116	2117	2118	2119	2120	2121	2122	2123	2124	2125	2126	2127	2128	2129	2130	2131	2132	2133	2134	2135	2136	2137	2138	2139	2140	2141	2142	2143	2144	2145	2146	2147	2148	2149	2150	2151	2152	2153	2154	2155	2156	2157	2158	2159	2160	2161	2162	2163	2164	2165	2166	2167	2168	2169	2170	2171	2172	2173	2174	2175	2176	2177	2178	2179	2180	2181	2182	2183	2184	2185	2186	2187	2188	2189	2190	2191	2192	2193	2194	2195	2196	2197	2198	2199	2200	2201	2202	2203	2204	2205	2206	2207	2208	2209	2210	2211	2212	2213	2214	2215	2216	2217	2218	2219	2220	2221	2222	2223	2224	2225	2226	2227	2228	2229	2230	2231	2232	2233	2234	2235	2236	2237	2238	2239	2240	2241	2242	2243	2244	2245	2246	2247	2248	2249	2250	2251	2252	2253	2254	2255	2256	2257	2258	2259	2260	2261	2262	2263	2264	2265	2266	2267	2268	2269	2270	2271	2272	2273	2274	2275	2276	2277	2278	2279	2280	2281	2282	2283	2284	2285	2286	2287	2288	2289	2290	2291	2292	2293	2294	2295	2296	2297	2298	2299	2300	2301	2302	2303	2304	2305	2306	2307	2308	2309	2310	2311	2312	2313	2314	2315	2316	2317	2318	2319	2320	2321	2322	2323	2324	2325	2326	2327	2328	2329	2330	2331	2332	2333	2334	2335	2336	2337	2338	2339	2340	2341	2342	2343	2344	2345	2346	2347	2348	2349	2350	2351	2352	2353	2354	2355	2356	2357	2358	2359	2360	2361	2362	2363	2364	2365	2366	2367	2368	2369	2370	2371	2372	2373	2374	2375	2376	2377	2378	2379	2380	2381	2382	2383	2384	2385	2386	2387	2388	2389	2390	2391	2392	2393	2394	2395	2396	2397	2398	2399	2400	2401	2402	2403	2404	2405	2406	2407	2408	2409	2410	2411	2412	2413	2414	2415	2416	2417	2418	2419	2420	2421	2422	2423	2424	2425	2426	2427	2428	2429	2430	2431	2432	2433	2434	2435	2436	2437	2438	2439	2440	2441	2442	2
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at a first party, receive an offer generated at a second party containing values for one or more parameters being negotiated;

if the distance is acceptably small, accept the offer to conclude the negotiation;  
and

34. The software of Claim 33, further operable to modify the values in the offer in part according to an estimated profile of the second party.

36. The software of Claim 35, further operable to generate the initial offer in part according to an estimated profile of the second party.

values reflecting true needs with respect to parameters being negotiated; and  
values reflecting a desired outcome with respect to parameters being negotiated,  
the desired outcome being more favorable than the true needs.

38. The software of Claim 33, wherein the distance  $L_n$  is computed as:

$$L_n = \sqrt[n]{\frac{\sum_k^K |offer_k - profile_k|^n}{K}}$$

5           where  $K$  is number of parameters being negotiated,  $offer_k$  is the offer value for the  $k$ th parameter,  $profile_k$  is the profile value for the  $k$ th parameter, the summation is over all  $K$  parameters, and  $n$  is the order of the distance measure.

10           39. The software of Claim 38, wherein the value of  $n$  is specified as part of the profile.

40. The software of Claim 39, further operable to determine the value of  $n$  based on one or more words, as opposed to numbers, within the profile.

15           41. The software of Claim 33, wherein:  
the parameters are organized into one or more subsets;  
the distance between the offer values and the profile values is computed for each parameter subset; and

20           the software is further operable to:  
for each parameter subset, apply a weight to the distance to compute a weighted distance for the subset;

compute an overall distance between the offer and the profile according to the weighted distances of the parameter subsets;

25           if the overall distance is acceptably small, accept the offer to conclude the negotiation; and

if the overall distance is not acceptably small, modify one or more values in the offer such that the overall distance is decreased and communicate the modified offer to the second party to continue the negotiation.

30           42. The software of Claim 41, wherein the weighted distances are summed over all the parameter subsets to compute the overall distance.

43. The software of Claim 41, wherein the weight for each parameter subset is specified as part of the profile.

5           44. The software of Claim 43, further operable to determine the weights for one or more parameter subsets based on one or more words, as opposed to numbers, within the profile.

          45. The software of Claim 41, wherein:  
10           the distance for a first parameter subset is computed as an absolute error between the associated parameter values for the offer and profile;  
          the distance for a second parameter subset is computed as a mean-square error between the associated parameter values for the offer and profile; and  
          the weighted distances for the first and second parameter subsets are summed to  
15           compute the overall distance for the offer.

          46. The software of Claim 41, wherein the distance for a parameter subset is computed to reflect a preference selected from the group consisting of:  
          exact matches between the parameter values for the offer and profile and, where  
20           no exact match is possible for a parameter, a minimum difference between the values for the offer and profile for that parameter;  
          close matches between the parameter values for the offer and profile for all of the parameters simultaneously, an exact match not being required for any of the parameters;  
          and  
25           an exception prohibiting exact matches between the parameter values for the offer and profile.

          47. The software of Claim 33, wherein the negotiation is over parameters of one or more items selected from the group consisting of:  
30           parts, components, products, or other tangible items;  
          services;  
          real property; and  
          contracts or other legal instruments.

48. The software of Claim 33, wherein the first party receives the offer from an electronic marketplace that is mediating the negotiation.

Variable	Mean	SD	Min	Max
Age	38.5	12.5	18	65
Gender	0.5	0.5	0	1
Marital status	0.7	0.5	0	1
Education	12.5	2.5	9	16
Income	1500	500	500	3000
Health status	0.8	0.4	0	1
Exercise frequency	0.3	0.5	0	1
Stress level	0.6	0.5	0	1
Sleep quality	0.7	0.4	0	1
Work satisfaction	0.5	0.5	0	1
Life satisfaction	0.6	0.5	0	1
Depression score	0.4	0.5	0	1
Anxiety score	0.3	0.5	0	1
Resilience score	0.5	0.5	0	1
Self-efficacy score	0.6	0.5	0	1
Optimism score	0.7	0.5	0	1
Gratitude score	0.8	0.5	0	1
Forgiveness score	0.9	0.5	0	1
Compassion score	0.8	0.5	0	1
Kindness score	0.7	0.5	0	1
Generosity score	0.6	0.5	0	1
Patience score	0.5	0.5	0	1
Humility score	0.4	0.5	0	1
Modesty score	0.3	0.5	0	1
Shame score	0.2	0.5	0	1
Guilt score	0.1	0.5	0	1
Envy score	0.1	0.5	0	1
Jealousy score	0.1	0.5	0	1
Anger score	0.1	0.5	0	1
Dislike score	0.1	0.5	0	1
Disrespect score	0.1	0.5	0	1
Disapproval score	0.1	0.5	0	1
Disagreement score	0.1	0.5	0	1
Disrespect score	0.1	0.5	0	1
Disapproval score	0.1	0.5	0	1
Disagreement score	0.1	0.5	0	1
Disrespect score	0.1	0.5	0	1
Disapproval score	0.1	0.5	0	1
Disagreement score	0.1	0.5	0	1
Disrespect score	0.1	0.5	0	1
Disapproval score	0.1	0.5	0	1
Disagreement score	0.1	0.5	0	1
Disrespect score	0.1	0.5	0	1
Disapproval score	0.1	0.5	0	1
Disagreement score	0.1	0.5	0	1
Disrespect score	0.1	0.5	0	1
Disapproval score	0.1	0.5	0	1
Disagreement score	0.1	0.5	0	1
Disrespect score	0.1	0.5	0	1
Disapproval score	0.1	0.5	0	1
Disagreement score	0.1	0.5	0	1
Disrespect score	0.1	0.5	0	1
Disapproval score	0.1	0.5	0	1
Disagreement score	0.1	0.5	0	1
Disrespect score	0.1	0.5	0	1
Disapproval score	0.1	0.5	0	1
Disagreement score	0.1	0.5	0	1
Disrespect score	0.1	0.5	0	1
Disapproval score	0.1	0.5	0	1
Disagreement score	0.1	0.5	0	1
Disrespect score	0.1	0.5	0	1
Disapproval score	0.1	0.5	0	1
Disagreement score	0.1	0.5	0	1
Disrespect score	0.1	0.5	0	1
Disapproval score	0.1	0.5	0	1
Disagreement score	0.1	0.5	0	1
Disrespect score	0.1	0.5	0	1
Disapproval score	0.1	0.5	0	1
Disagreement score	0.1	0.5	0	1
Disrespect score	0.1	0.5	0	1
Disapproval score	0.1	0.5	0	1
Disagreement score	0.1	0.5	0	1
Disrespect score	0.1	0.5	0	1
Disapproval score	0.1	0.5	0	1
Disagreement score	0.1	0.5	0	1
Disrespect score	0.1	0.5	0	1
Disapproval score	0.1	0.5	0	1
Disagreement score	0.1	0.5	0	1
Disrespect score	0.1	0.5	0	1
Disapproval score	0.1	0.5	0	1
Disagreement score	0.1	0.5	0	1
Disrespect score	0.1	0.5	0	1
Disapproval score	0.1	0.5	0	1
Disagreement score	0.1	0.5	0	

49. A system for conducting a negotiation, comprising:

means for receiving at a first party an offer generated at a second party, the offer containing values for one or more parameters being negotiated;

5 means for computing a distance between the values in the offer and the values in a profile of the first party, the profile specifying values for the parameters being negotiated to reflect a desirable outcome of the negotiation for the first party;

means for, if the distance is acceptably small, accepting the offer conclude the negotiation; and

10 means for, if the distance is not acceptably small, modifying one or more values in the offer such that the distance is decreased and communicating the modified offer to the second party to continue the negotiation.

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25 values reflecting true needs with respect to parameters being negotiated; and  
values reflecting a desired outcome with respect to parameters being negotiated,  
the desired outcome being more favorable than the true needs.



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55. The method of Claim 50, wherein the distance  $L_n$  is computed as:

where  $K$  is number of parameters being negotiated,  $offer_k$  is the offer value for the  $k$ th parameter,  $profile_k$  is the profile value for the  $k$ th parameter, the summation is over all  $K$  parameters, and  $n$  is the order of the distance measure.

56. The method of Claim 55, wherein the value of  $n$  is specified as part of the  
10 profile.

57. The method of Claim 56, further comprising determining the value of  $n$  based on one or more words, as opposed to numbers, within the profile.

15            58.     The method of Claim 50, wherein:  
                  the parameters are organized into one or more subsets;  
                  the distance between the offer values and the profile values is computed for each  
                  parameter subset; and

the method further comprises:

20                   for each parameter subset, applying a weight to the distance to compute a weighted distance for the subset;

computing an overall distance between the offer and the profile according to the weighted distances of the parameter subsets;

if the overall distance is acceptably small, accepting the offer to conclude  
25 the negotiation; and

if the overall distance is not acceptably small, modifying one or more values in the offer such that the overall distance is decreased and communicating the modified offer to the second party to continue the negotiation.

59. The method of Claim 58, wherein the weighted distances are summed over all the parameter subsets to compute the overall distance.

60. The method of Claim 58, wherein the weight for each parameter subset is specified as part of the profile.

5            61.     The method of Claim 60, further comprising determining the weights for one or more parameter subsets based on one or more words, as opposed to numbers, within the profile.

62. The method of Claim 58, wherein:

10 the distance for a first parameter subset is computed as an absolute error between the associated parameter values for the offer and profile;

the distance for a second parameter subset is computed as a mean-square error between the associated parameter values for the offer and profile; and

the weighted distances for the first and second parameter subsets are summed to

15 compute the overall distance for the offer.

63. The method of Claim 58, wherein the distance for a parameter subset is computed to reflect a preference selected from the group consisting of:

- exact matches between the parameter values for the offer and profile and, where
- no exact match is possible for a parameter, a minimum difference between the values for the offer and profile for that parameter;
- close matches between the parameter values for the offer and profile for all of the parameters simultaneously, an exact match not being required for any of the parameters;
- and
- an exception prohibiting exact matches between the parameter values for the offer and profile.

64. The method of Claim 50, wherein the negotiation is over parameters of one or more items selected from the group consisting of:

30 parts, components, products, or other tangible items;  
services;  
real property; and  
contracts or other legal instruments.



66. A computer-implemented system for conducting an automatic negotiation, comprising:

a database operable to store profiles for parties to the negotiation, each profile specifying values for one or more parameters being negotiated, the parameters being  
5 organized into one or more subsets, the parameter values reflecting a desirable outcome of the negotiation for the associated party; and

a matching server operable to:

access an offer from a first party containing values for one or more of the parameters being negotiated;

10 for each parameter subset, compute a distance between the values in the offer and the values in the profile of a second party;

for each parameter subset, apply a weight to the distance to compute a weighted distance for the subset;

15 compute an overall distance between the offer and the profile according to the weighted distances of the parameter subsets;

if the overall distance is acceptably small, cause the offer to be accepted by the second party to conclude the negotiation; and

20 if the overall distance is not acceptably small, automatically modify one or more values in the offer such that the overall distances between the modified offer and the profiles of the first and second parties are acceptably small simultaneously and, in response, cause the modified offer to be accepted by both the first and second parties to conclude the automatic negotiation.

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access profiles for parties to the negotiation, each profile specifying values for one or more parameters being negotiated, the parameters being organized into one or more subsets, the parameter values reflecting a desirable outcome of the negotiation for the associated party; and

for each parameter subset, compute a distance between the values in the offer and the values in the profile of a second party;

compute an overall distance between the offer and the profile according to the weighted distances of the parameter subsets;

if the overall distance is not acceptably small, automatically modify one or more values in the offer such that the overall distances between the modified offer and the profiles of the first and second parties are acceptably small simultaneously and, in response, cause the modified offer to be accepted by both the first and second parties to conclude the automatic negotiation.

68. A method for conducting an automatic negotiation, comprising:
- accessing profiles for parties to the negotiation, each profile specifying values for one or more parameters being negotiated, the parameters being organized into one or more subsets, the parameter values reflecting a desirable outcome of the negotiation for the associated party; and
- 5 accessing an offer from a first party containing values for one or more of the parameters being negotiated;
- for each parameter subset, computing a distance between the values in the offer and the values in the profile of a second party;
- 10 for each parameter subset, applying a weight to the distance to compute a weighted distance for the subset;
- computing an overall distance between the offer and the profile according to the weighted distances of the parameter subsets;
- if the overall distance is acceptably small, causing the offer to be accepted by the
- 15 second party to conclude the negotiation; and
- if the overall distance is not acceptably small, automatically modifying one or more values in the offer such that the overall distances between the modified offer and the profiles of the first and second parties are acceptably small simultaneously and, in response, causing the modified offer to be accepted by both the first and second parties to
- 20 conclude the automatic negotiation.

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for each parameter subset, compute a distance between the values in the offer and the values in a profile of the first party, the profile specifying values for the parameters being negotiated to reflect a desirable outcome of the negotiation for the first party;

compute an overall distance between the offer and the profile according to the weighted distances of the parameter subsets;

if the overall distance is not acceptably small, modify one or more values in the offer such that the overall distance is decreased and communicate the modified offer to the second party to continue the negotiation.

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70. A method of conducting a negotiation, comprising:

at a first party, receiving an offer generated at a second party containing values for one or more parameters being negotiated, the parameters being organized into one or more subsets;

5       for each parameter subset, computing a distance between the values in the offer  
and the values in a profile of the first party, the profile specifying values for the  
parameters being negotiated to reflect a desirable outcome of the negotiation for the first  
party;

for each parameter subset, applying a weight to the distance to compute a  
10 weighted distance for the subset;

computing an overall distance between the offer and the profile according to the weighted distances of the parameter subsets;

if the overall distance is acceptably small, accepting the offer to conclude the negotiation; and

15           if the overall distance is not acceptably small, modifying one or more values in  
the offer such that the overall distance is decreased and communicating the modified  
offer to the second party to continue the negotiation.